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Farmer Direct Marketing Bibliography



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Farmer Direct Marketing Bibliography

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Acknowledgments

Special thanks to the many persons who submitted their references. This bibliography will be maintained through regular updates on the USDA Farmer Direct Marketing web page (<http://www.ams.usda.gov/directmarketing>). The author requests that interested persons and organizations will continue to send their publications or references to:

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Executive Summary

Direct marketing continues to grow in the United States as a method for small and medium-sized producers to increase their profits. Early results from the U.S. Department of Agriculture's (USDA) National Farmers Market Directory show an approximate 10-percent increase in the number of farmers markets since 1996. All forms of direct marketing, farmers markets, public markets, roadside stands, community supported agriculture (CSA), and pick-your-own operations, are becoming increasingly popular with consumers who seek fresh and healthful agricultural products.

One way the Agricultural Marketing Service (AMS) can support farmer direct marketing is to facilitate access to resources for all participants: producers, vendors, market managers, consumers, academics, extension educators, as well as Federal and State employees. This bibliography is an example of that support.

A large body of information exists concerning farmer direct marketing. This bibliography represents the work that has been done since approximately 1980. While some pre-1980 publications have been included, the cut-off date of 1980 was selected based on resource constraints. Twenty-four functional categories are used to divide the references from various resources including private industry, academia, and State and Federal Governments. References were compiled primarily from bibliographies of individual publications as well as inquiries distributed on various Internet list servers. The bibliography will be maintained through regular updates on the USDA Farmer Direct Marketing web page (<http://www.ams.usda.gov/directmarketing>).

Introductory Notes

Categories:

Effort was taken to create topic categories which facilitate use of the bibliography. Despite the fact that some references could be listed in more than one category, references are only noted once in order to make the bibliography as concise as possible. Thus, each reference is listed in the category which reflects the primary component or objective of the individual publication. For this reason, users of the bibliography should keep in mind that it may be fruitful to check several categories when researching a particular topic.

The "Miscellaneous" section was intentionally left without further division. It largely contains articles concerning food security, consumer issues from an academic point of view, and direct marketing in relation to economic and community development.

Details:

- If the National Agricultural Library (NAL) has the particular reference, the call number is noted at the end of the citation.
- Additional information, such as the address of a publisher, is noted where appropriate.
- The first sections (2-7) are compiled alphabetically by State. Later sections (8-24) are compiled alphabetically by author.
- Articles from newspapers have been omitted.

Retrieval of Materials:

The materials listed in this bibliography, with the exception of articles in section 1, "Publications on Direct Marketing by Wholesale and Alternative Markets (USDA)" are not available from the author nor from Wholesale and Alternative Markets (USDA).

If you are looking for a particular publication that does not have contact information listed, the following is suggested for those with Internet access:

1. Contact the National Agricultural Library (USDA) in Beltsville, MD.
Phone: (301) 504-5766.
Also on the World Wide Web at: <http://www.nal.usda.gov>
2. Cooperative State Research, Education, & Extension Service (CSREES), (USDA) maintains a web site which provides contact information for individual States' cooperative extension programs and land-grant colleges and universities. The url is:
<http://www.reeusda.gov/1700/statepartners/usa.htm>
3. All State governments maintain a web site which uses their postal abbreviations. Starting from a particular State's home page, it would be possible to get information concerning the State's department of agriculture.

Example: New Hampshire State Department of Agriculture
via the State of New Hampshire web site at:
<http://www.state.nh.us>

Kansas State Department of Agriculture
via the State of Kansas web site at:
<http://www.state.ks.us>

For those without Internet access seeking a particular publication, contacting a local municipal or land-grant university library or calling the relevant institution directly is suggested.

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